



bulletin

**of the
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county
medical
society**

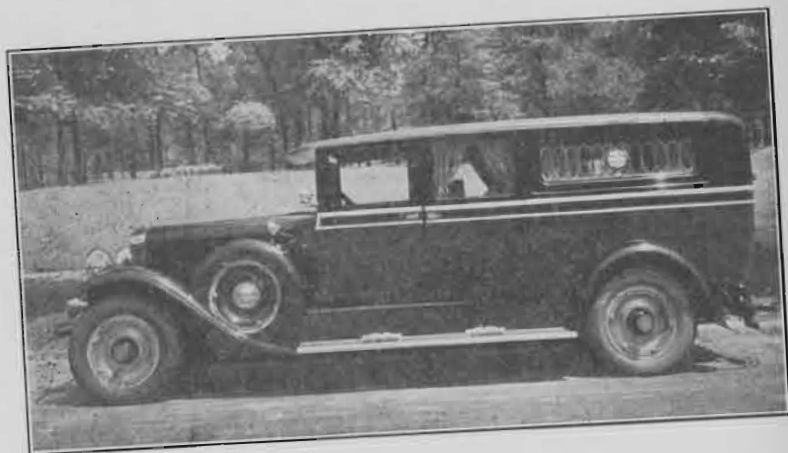
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july 1933

volume three number seven

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PRESIDENT'S PAGE

It is said that when Dr. Wilfred T. Grenfell graduated from Medical School, he took a map of the world and studied it to see where he might be of most service in his chosen field. After considerable study he selected the coast of Labrador as a fitting place to practice medicine. This was some forty years ago, and now the world knows and admires the pioneer work of this illustrious man.

Although the opportunity for pioneer work is not so great today as it was several decades ago, on a lesser scale, opportunities are still plentiful. The recent study of medical care in this country has shown that the largest percentage of physicians is in the urban communities. For the country at large, this is not a good situation, and for the profession it results in overcrowding to a point where some doctors have little to do and opportunities for gaining a foothold in urban centers are meagre.

From this another evil arises, that of crowding into specialties by insufficiently prepared individuals, with no medical experience, and generally ill fitted for that particular line of work. The need today is for more and better general practitioners and fewer and better specialists.

With thousands of young doctors graduating from colleges and completing residencies in hospitals all over the country, at this time of the year, the problem arises: Where will they go, and where are they most likely to succeed?

Everyone wishes to be successful. But what constitutes success? The first requisite is that a doctor make a decent living for himself and family. Given this, the average doctor will practice an average high type of medicine. He will, to a certain degree, further the cause of medicine and will eventually have the respect of his confreres and his community. This undoubtedly would be the average successful career for a medical man. All else may come as the result of unusual talent, opportunity, physical ability and salesmanship.

It would seem that at this time the greatest opportunities in general practice are in the small towns in almost every state. One can live and find happiness on a smaller income, and the opportunities for doing good work are unlimited. And, in this age, no community is without hospital facilities, within easy reach, which is a necessity for the recent graduate.

While a successful practice might be the aim of most graduates in medicine, there are other fields, less remunerative, but nevertheless as important. The fields of research are overflowing with opportunity for the effort of a lifetime. The largest contributions to medicine have been made by doctors who have spent their early years in the laboratory. One may travel from one field to another, and, should he later decide to enter practice, he will be the better prepared by this scientific experience.

J Paul Harvey

SECRETARY'S REPORT

The course of lectures given by Dr. Karnosh on neurology has been very well attended, although the weather has been exceedingly hot. The first lecture on June 21, 1933, was held in the lecture hall of the South Side Unit of the Youngstown Hospital. This place of meeting was found to be inadequate for the number attending and consequently the course was transferred to the auditorium of the Youngstown College. The course of lectures gives the men something that they need, and the man presenting it is one of the best teachers we have ever had in Youngstown. Members of our society have expressed their desire to have more of these courses in the various branches of the practice of medicine. Council has taken this under advisement and has authorized the Program Committee to proceed with a course of lectures to be given in the early fall. Definite details and plans have not been entirely formulated at this time.

A joint meeting of the Mahoning County Medical Society and the Mahoning County Bar Association was

held Tuesday evening, June 27th, at the Youngstown Club. The dinner meeting was a huge success, when one hundred or more doctors and lawyers broke bread together. Following the dinner the Hon. F. Rollin Hahn addressed the joint meeting of two hundred and twenty-five doctors and lawyers on "Medico-Legal Considerations From the Standpoint of the Lawyer". The address was a masterpiece in itself and the presentation was forceful and to the point. At the conclusion of Hon. F. Rollin Hahn's address the medical society presented Dr. Edwin A. Hamilton, Assistant Professor of Surgery, Ohio State University, Columbus, Ohio, who addressed the meeting on "Medico-Legal Considerations From the Standpoint of The Doctor". This address was equally as fine as the first one given, and was well presented and received by all present. The legal profession definitely knows at this time that there is a medical society in Mahoning County, and we appreciate and understand that there is a legal society in the same county.



In the near future you will receive a questionnaire for some biographical data which you are asked to fill out and return to Dr. H. E. Patrick.

This was prepared for two reasons: there are occasions when biographical facts about members are needed on short notice which is difficult to obtain at the time. For this reason the Society would like to keep on file a short autobiographical record of all the members.

The second reason is that it is intended to run a series of biographical and autobiographical sketches of members in the Bulletin with the view of getting better acquainted. Our knowledge of each other is chiefly confined to professional activities; It would be interesting to know something more about the extra-professional life, the ideas, hobbies, hab-

its, etc., of the members. Please give this questionnaire your attention.

There will be no regular scientific meetings of the Society during the summer months. In September the Scientific programme will resume with a lecture by Dr. George M. Curtis, professor of surgery, Ohio State University.

The May issue of the Bulletin gave a list of speakers for the coming season until May, 1934. It is the most imposing array of medical celebrities which any society can boast of. Dr. Norris and his Program Committee are to be congratulated on their untiring efforts in obtaining the best speakers for this Society. By the way, do you file the Bulletin? If you do, you will find that they will come in handy for future reference.

The Bulletin will be published during the summer months, as usual.

LECTURE COURSES

I have been asked for an article for this month's issue of the Bulletin setting forth the purpose of such courses of lectures as are now being given by Dr. Karnosh and others which are being contemplated. Since these courses are one expression of the activities of our local Medical Society it might be well to inquire into some of the functions of the Society and judge whether or not such functions are being fulfilled by such courses of lectures. Our constitution in Article ii expressly states that one of the major purposes of the Society is the advancement of scientific achievement, and it impresses us that these courses of lectures are in accord with that avowed purpose.

We hear much these days of "bloc influence" in the state and national affairs, and have grown to fear such influence as an expression of selfish interests seeking self-aggrandizement. However, all "bloc influence" need not necessarily fall in that category. As physicians, united in a Society we do exert a "bloc" type of influence in the thought and conduct of municipal and county affairs, but we also exert an influence as individual practitioners in our dealings with the people of those communities. The better equipped we are to render full, adequate, up-to-the-minute, scientific service to the people, so much greater our influence will be when, as a "bloc", we go before them on some matter affecting the public weal.

Now, as to the courses themselves. Backed by the financial structure of our Society, and aided by nominal contributions from each man participating in the course, we are enabled to bring to ourselves the best of instruction on any phase of medicine. No matter whether we graduated last year or twenty years ago, changes are taking place, and it behooves us to be abreast of such changes and advancements. Such courses can be so designed as to furnish a rapid review as well as to present the newer ideas and concepts. And that at a ridiculously small cost to each individual.

Some anxiety has been expressed as to the effect upon our regular monthly programs. The answer there, I believe, lies in the relative values of the two. It is very excellent to have the outstanding men of the profession address us. It acquaints us with them and their work, and it also advertises us to the country at large as a progressive medical center. Yet some of them have come and gone without influencing in any great degree the level of medical practice in this community. They give us a birds eye view of the landscape without the topographical details, which are just as important. In other words, their influence is often more inspirational than educational. On the other hand, if our membership feels itself best profited by intensive courses of lectures, then that form of graduate study will prevail in great degree. It would seem, that a happy medium could be attained, and that both systems could be interwoven into a working whole. In this discussion no criticism pertains to the Post-Graduate Assembly which, we trust, will always be held.

And lastly, just a word as to who are eligible to participate in such courses of lecture. Manifestly all members of the Society, by virtue of their membership are eligible. But we feel kindly toward, and in fact are indebted to, that considerable group of medical men in the surrounding counties, whose attendance at our Post-Graduate Assemblies has contributed no small part to their success. It would seem but fair that any such individual who had registered at and paid the last preceding Post-Graduate fee, should be entitled to enroll on an equal footing with the members of our Society.

So then, bear with us a while, reserve your judgment until well-matured, and, say in six months from now, after an experience with two or three such courses, favor us with your mandate.

H. E. Patrick, M. D.



THE MAHONING COUNTY MEDICAL SOCIETY BULLETIN

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Published monthly at 243 Lincoln Ave., Youngstown, Ohio.

Annual Subscription \$2.00

PRE-SCHOOL EXAMINATIONS

In the May issue of the Bulletin, Dr. J. L. Fisher, chairman of the Public Health Committee, outlined a new plan for the pre-school examination of children. Under this plan children who are about to enter school are first inspected by the school nurse and, where necessary, referred to the family physician for examination and for the correction of defects.

The method used in former years was to "round up" these children and bring them to a school house where they were examined by doctors who volunteered their services. There is no question that the new plan has many advantages over the old. The child is more likely to have a thorough examination in the office of the family physician where there are suitable facilities to do the work. The family physician, who has attended the child from birth and knows the child intimately, can make a more effective examination and suggest corrective recommendations better than the doctor who sees the same child for the first time and knows nothing of his medical history.

If a child who is entering upon a new and important phase of life needs a physical examination at all, and we are all agreed that he does, then this examination should not be

a cursory one, but should be made in a thorough manner, and should be conducted by the family physician who is best qualified to do it and in his office where the facilities are adequate. The members of the Mahoning County Medical Society are always willing to cooperate with parents and organizations interested in raising the health level of school children and in putting them in the best physical condition. For this reason the fees for the examination will be nominal and adjusted to suit the financial status of parents. The payment of the fee may be deferred where parents cannot at present afford to pay.

It is to be hoped that parents will avail themselves of this service and will help us to send to school children with defects corrected and immunized against the infectious diseases so that they themselves may be protected and also not be a source of danger to other children. The School Health Department and The Parent Teacher Associations can assist greatly in getting these children to the physicians' offices. These organizations have always done fine work in the interest of health. We want them to co-operate with us in our effort to raise a healthy generation of men and women. L. D.



APPLICATIONS FOR MEMBERSHIP

The name of Dr. H. E. Chalker, Girard, Ohio, has been passed by the censors and Council. If there are any objections to this doctor becoming an

associate member of our Society, kindly communicate in writing to this office within fifteen days after publication of this notice.

IN THIS ISSUE

Dr. McCurdy begins a new series of articles on the Buechner family. The doctors Buechner, father and son, have contributed much to the medical life of Youngstown. We are glad to have the story of their life in our pages and to honor them thru the able pen of Dr. McCurdy.

Dr. J. B. Nelson has a plan for medical care in this community. He has given it much thought, and whether you agree with his proposal or not, his article deserves a careful reading.

The Society is indebted to Dr. H. E. Patrick for conceiving and arranging the course of lectures on neurology by Dr. L. J. Karnosh. It felt good to go back to school and take up a systematic course on a subject which is vital to every one of us and presented in a masterly fashion. Doctor Patrick has plans for courses on other medical subjects. We are all with you, Pat. Needless to say that we are grateful to Dr. Karnosh for coming here and for the fascinating and instructive lectures.

Dr. W. D. Coy is hereby nominated poet laureate of this Society. He has written a great deal of fine verse which we hope he will, from time to time, let us reproduce in these pages. While on the subject of poetry, we have heard that there are other poets in the Society, and should like to urge them to contribute.

By now, gentle readers, you have noticed our new dress and have had an opportunity to make up your mind whether you like it or not. While we do not believe in the infallibility of vox populi, we should like to hear some expressions and criticisms. The old cover which symbolizes the industry of Youngstown was conceived and donated by Dr. A. E. Elsaesser and will be again used occasionally.

Dr. Theophrastus who has been silent for several months bursts into rhyme on "the newer neurology". We welcome him back to our pages.

Dr. Paul Fuzy contributes a pot-pourri which extolls our advertisers. Paul is certainly on the job.

The president gives much thought to his page. It deserves careful reading.

Our secretary keeps the finest minute book we have ever seen. His record is very complete and is supplemented by clippings from local newspapers. Read his monthly report, also the Medical Gleanings for which he is responsible.

Dr. H. E. Hathorn reports the results of Diphtheria Immunization in the local public schools.



WHEN GOOD FELLOWS GET TOGETHER

It was not only fair weather Tuesday night, June 27th, when the Bar Association and the Medical Society assembled in the auditorium of the Youngstown Club,—it was also hot as —.

Because the doctors are such "cut ups", the lawyers were anxious that no opportunity would occur for plottings of a maiming character; and because the lawyers do so much "stalling", the doctors wanted them separated to prevent their planning ways and means of making asses of the medical component. The result

was a general mixture of the two professions that was delightful to everybody.

Rolly Hahn's address was in part a formal paper and in part the free expression of his opinions by way of "asides". It is difficult to say which was the more provocative. When he dealt with our present system of handling criminal issues, his depth of thought and feeling became most movingly manifest. The fact of the business is that Mr. Hahn expressed what thoughtful students, both lawyers and doctors, know to be conson-

ant with a rational and sane handling of a problem which we continue to bungle. When he came to the questions of determining the relationship of guilt to the mental responsibility of the culprit, how that should be determined, and what should be done to correct the unscientific methods now in vogue, he rose to true eloquence. Lawyers and doctors know what ought to be done in these matters and by repeatedly coming together in meetings of this sort there is reason to hope for constructive action sooner or later.

Dr. Hamilton's address took a different direction, but it was none the less significant. Interspersed as it was with a wealth of keen humor, drolly and slyly put, it was most thoughtful and interesting. Dr. Hamilton's experience over many years has supplied him with a rich fund of material which he marshalled most effectively. Among other things he

showed that the physician must be free from needless restraints. A certain amount of boldness is essential to deal with the pressing and immediate problems that confront the doctor and if he is to be constantly under the cloud of a threatened law suit the public is bound to suffer. Such an example as that which he gave in which the physician, too conscientious to do work of a nature he felt himself unprepared to do, sent the patient to a hospital where such work could be more expertly done, and then was sued for mal-practice because he did not undertake the responsibility, is an example of the absurdities with which we are at times confronted.

It will be to the mutual profit of the two professions if we continue to have these get-together meetings at least once every year.

CBN.



MEDICAL GLEANINGS

Dr. Claude B. Norris addressed the Marion Academy of Medicine, at the Marion City Hospital on June 6th, 1933. His subject was "Syphilis".

Drs. E. C. Goldcamp and O. J. Walker attended the Triological Society meeting in Chicago, June 6th, 1933.

Dr. Gabriel Kramer attended the American Pathological Association meeting in Milwaukee, June 9th, 1933.

Dr. H. E. McClenahan attended the American Gynecology & Obstetrical Society meeting in Milwaukee, June 13th, 1933.

Drs. O. J. Walker, E. C. Goldcamp, J. E. Lewis, Jr., E. C. Baker, R. R. Morrall and Dean Nesbit, attended the A. M. A. meeting June 13th, 1933.

Dr. J. E. Lewis, Jr., attended the American Urological Society meeting in Chicago, June 16-17, 1933.

Dr. John Zimmerman is up and around, but is still holding his back.

Dr. F. F. Monroe has been laid up with an infection, but at present is back at work.

Dr. C. H. Beight slipped on a coca-cola bottle in his favorite drug store, cut his ear and almost broke his leg. He is at present walking on crutches.

We hear that Dr. Ralph Morrall won a very elaborate golf prize at the A. M. A. meeting in Milwaukee, which was gotten under rather adverse circumstances. The prize could only be awarded to the winner present at the golf banquet. A brother from Pennsylvania should have won the prize, but he was indisposed, so the next in line was Ed. Baker, he also being absent at that moment, our Ralph was called "the highest" and, being in good receiving order, he was awarded the prize which he very proudly exhibits. There is something in winning the "booby" prize too. Comment from Dr. A. E. "Our men are too busy to play a good game of golf, they work".

Dr. H. S. Zeve is back and will resume his practice shortly. He will limit his work to urology.

Dr. H. L. Beers is seriously ill at Pinehurst, N. C.

Dr. W. K. Stewart is convalescing at the North Side Unit of the Youngstown Hospital following a thyreoidectomy.

Dr. Saul Tamarkin had his appendix removed on June 25th, at St. Elizabeth's Hospital.



DR. WILLIAM L. BUECHNER (1833-1904)

By Dr. Sidney McCurdy

We do not know by what laws of evolution nature fashioned the Buechner family and made it so useful. The results we are able to see;

upon the medical and social progress of Youngstown, and influence so far reaching for the purpose that we may learn to carry on in our



DR. WILLIAM L. BUECHNER

and out of honor to them, and because of their great value to us, we should study the good services which they rendered. We analyze their influence

times as well as they did in theirs. Although the material structure of their bodies is gone, their deeds are immortal.

From what ancestry Dr. Buechner inherited his excellent qualities we know little enough. We do know, however, that he came of a long line of physicians and that four of his uncles were physicians and surgeons. Records show that one of them served in Napoleon's disastrous campaign in Russia and that he died in Moscow.

Dr. Buechner was born in 1833 at Grand Duchy, Germany, and obtained his medical education at the University of Giessen from which he was graduated in 1853. He seems to have set out at once for the United States, just why no one now knows. It is strongly suspected that he was out of tune with German politics, for that country was just finishing a revolution. Our visitor reached Pittsburgh, Pa., in 1853, but there is no record that he practiced medicine there. We next hear of him at New Castle, Pa., on his way to Petersburg, Ohio, where there was a settlement of Germans. His "triumphal" entry into Youngstown on a beer wagon, driven by a friend, Mr. Jeckinger, seems authentic, although the details vary a great deal. He was so impressed with this village of 1500, that he decided to remain, instead of going on to Petersburg. His judgment proved to be most excellent.

No matter how capable one is, he cannot raise himself by his own bootstraps. Extraneous influences, namely those of environment, contribute greatly to bring out a man's personal ability. Our hero's selection of the environment was a most happy one. Here he found a village just out of its swaddling clothes, which only a few years ago had selected its first mayor, John Heiner, who later became the father-in-law of Dr. Buechner. This town had one unpaved main street, which was dusty or muddy, as the weather dictated. There were some three blast furnaces in the immediate vicinity. A canal, which had been built in 1840 and was in its hey-day, met his gaze. A year later it had to give way to progress, as the Cleveland and Mahoning Railroad arrived, taking over its operation. Coal and iron which it formerly transported in barges to Cleveland were now carried by rail. The canal was neglected and became a pool of stagnant water. It was

later condemned by Dr. Buechner, because it was a nuisance.

Youngstown had natural resources upon which to grow, since there was an abundance of coal, plenty of limestone nearby, and some low grade iron ore. Under the leadership of Tod, Wick, Stambaugh, Andrews and many others these gifts of nature were fully developed. Industry was active here, and there was a good surrounding farming territory. The village was growing well, even though it received a temporary setback during the panic of 1857. Incidentally, Dr. Buechner conquered four panics during his lifetime, those of 1857, 1873, 1893 and 1903. Each time Youngstown came back bigger and better. In 1860 the people numbered 2759, and in '67 the village became a city, second class, because it had attained a population of 5000.

For a while after Dr. Buechner married, he lived with his father-in-law, but later purchased a home and office on East Federal Street, on the northwest corner of Champion Street. Here he and his family lived, prospered and died.

Dr. Buechner served in City Council in the years of '72 and '73 and at one time was a member of the Board of Education. He was appointed a member of the first Board of Health in '73 and served for years in that capacity. In 1871 the community water works was established and was operated by a lay board of trustees. The city was becoming health conscious, and here was the beginning of public health activity.

In 1874 our Doctor saw the forcible abduction of the county seat from Canfield to Youngstown and must have been elated at this event, which ended one hundred years of controversy. In 1880 the population was 15,500 and by 1890 it was about 35,000. Opportunity increased with growth and riches multiplied as Youngstown changed from an agricultural to an industrial community. Dr. Buechner recognized the industrial progress and invested his money accordingly. We read that Drs. Dutton and Manning, years before, put their money in land, but in Buechner's time industry paid better. It is recorded that the doctor mortgaged his home, very much against the wishes of his wife and her father, and placed his money in The Cartwright-

McCurdy mills, a very profitable enterprise. Later he invested in The Ohio Steel Company, The Lowellville Furnace, which paid as high as 300%, The Youngstown Sheet and Tube Company as well as others. These investments, locally made, became a sizeable fortune, which, thru the generosity of Miss Lucy Buechner, his daughter, was the financial nucleus of the North Side Unit of The Youngstown Hospital. This hospital, than which there is none better, stands as a monument to this fine family.

The medical knowledge which Doctor Buechner brought to us was in advance of that which was here. His medical and social ideas were of the highest and the best. He had a high sense of honesty and integrity. Due to an early "white swelling of the hip" he limped, but asked for no sympathy. He spoke sharply and frankly, giving the impression of harshness and roughness, but really was unusually kind and gentle. He was firm in his opinions but generous to those who differed with him. His thirst for knowledge caused him to be an omnivorous reader. He honorably accumulated his riches and maintained a tolerant attitude to those less fortunate. He gave much of himself to aid the public and assisted liberally in time, knowledge and money to the physicians who were just beginning to practice. Men, women and children who knew him loved him.

It was fortunate that his education was acquired in Germany, when it was. American physicians were going to Germany in increasing numbers, in the fifties, for post-graduate study. Germany, after a slow start, due to political organization, was medically coming into its own. This was the medical atmosphere in which Dr. Buechner was educated. Many graduating during his time became physicians of international reputation. One of these, Richard Von Volkmann, of Leipzig, a classmate of Dr. Buechner at Giessen, became a noted surgeon and teacher at Halle. When Dr. Buechner's son, William H., completed his medical studies in this country he was sent to Germany for post graduate work and, for four years, assisted Dr. Von Volkmann.

The first Board of Health meeting was held on June 6th, 1874, and its members were Drs. Buechner, McCurdy, Matthews and Mr. W. B. Pollock. Physicians, you see, had the voting strength. The deliberations of this first session give an idea of the health problems of that time.

1. The removal of stagnant water from the streets, and to get rid of stagnant water in the canal. (Malaria was endemic locally.)

2. Catch basins were complained of, because of unhealthy gases given off, ordered cleaned, and covers to be installed.

3. All premises were ordered cleaned up.

4. There was no place to deposit garbage and night soil. It was ordered that a committee find a suitable location.

Street sprinkling was a troublesome condition, so this became a matter of concern to the board. In 1874 a pest-house, out the Austintown road, was provided. Later it was torn down and tents used. In 1875 surface drainage into Federal Street was ordered abated. New rules were passed in '76 to regulate vital statistics. In this year, it was complained that when the Tod House washed its beer bottles, the water ran into Boardman Street. At the April 7, 1877 meeting appear regulations to govern the sale of meat, fish, butter and milk. Free vaccination was supplied to indigents to control an epidemic of smallpox.

On October 28th, 1877, Dr. Buechner was formally appointed health officer, a position which he held for seventeen years, fourteen of which, without pay. Dr. Buechner was always a faithful attendant of Board Meetings and assumed important roles. In 1880 at a Board of Health Meeting the question of the quality of Mahoning River water was raised. Health Officer Buechner gave it as his opinion, and his opinion was published in the newspaper, that Mahoning water did not propagate disease and that it was as pure as the waters of Mill Creek and Crab Creek.

(To be continued)

OUTING...

of the

Mahoning County Medical Society

July 20th

at

Squaw Creek Country Club

An Entire Day of

GOLF

BASEBALL

HORSESHOES

FLY CASTING

CARDS, ETC.

◊◊◊◊

ENTIRE COST INCLUDING GREEN FEES AND
CHICKEN SUPPER ONE DOLLAR

◊◊◊◊

Other Summer Events Will Be Announced
Later

Attention! — Ex-Internes of Youngstown Hospital

On August 3rd, at 2:00 p. m., at The Mahoning Valley Country Club, there will be a reunion of all ex-internes of The Youngstown Hospital. Dinner at 6:30 p. m. For information communicate with Dr. John Noll, 101 Lincoln Ave., Phone 7-7224.

HEALTH INSURANCE

Of late there has been much discussion of various types of health insurance. This is as it should be for the financial state of the physician is not good and he should take note of conditions and realize that we are in a new social order and that the old economic methods of medicine no longer apply to his present financial status. We have life insurance and protection for sickness and accidents; We protect our homes against fire and our automobiles against theft; What is more natural than the desire of a person to protect himself against a physician's fee?

Two types of health insurance are old in their manner of operation, but they will be revived and revamped again in the near future. The first type is that of lodge insurance and while it would seem that the grade of service rendered would not interfere with the profession at large, this method is considered by many to be an unfair manner of competition. The second type of insurance or contract practice has been well worked out in the mining regions. The employer and the employee each pay so much per month to a physician to care for the sick employee and his family. We are to see this type of insurance revived, with improvements, to a large degree, as times improve. As the newest application of this principle refer to Jour. A. M. A. of June 10, 1933, page 1869. It would not be surprising to see many industries using this type of medical insurance because it does spread out the cost of medical care. This method will be used unless the medical profession works out a better plan.

There are now two new types of health insurance on the horizon. The first of these is along the lines suggested by the committee on the costs of medical care. This type seems to have gained ground on the Pacific Coast. The idea is an insurance plan covering hospitalization and medical care and is worked out by the hospital and a favored group or staff or by a group with control of a hospital. This plan does not recognize the welfare of the profession at large and the favored few would be subject to the terms of the hospital. The second of these newer plans is a very vicious plan as it brings into the picture the promoter, who, of course, promotes because of the profits he may receive. The promoter establishes a health institute and then sells memberships to this institute at monthly or yearly rates. This seems to be an easy and lucrative type to put across and few failures are reported so far.

The stand patter will say, "This can't happen in my community". But it has already happened in many places and no community is immune. Even the physicians needed for the staff can be procured in any community. Such a plan, if put into effect, will demoralize the medical fraternity in that community. There is no way of overcoming this proposition unless it proves to be a failure.

All of these various types of insurance should be anticipated and stopped before they start. The industrialist has no desire to set up a system for his employees if the profession will do so. In fact the industrialist will be glad to cooperate with a good system. No promoter would attempt to build up a com-

petitive health institute if one is already in existence. There should be one in existence in every community and should be conducted by no other than the county medical societies.

It must be remembered that no plan can be worked out that will operate perfectly from the start. As time goes on all the rough edges are knocked off and soon there is a smoothly running plan. The plan that is now to be presented embraces the factors of plans which are known to work. It is an outline and no effort has been made to work out details because this could only be done as the plan is put into operation. The county medical society is the nucleus about which the plan should work. The plan will give every physician equal chances. It will be fair to the patient and permit him to have the physician of his choice.

I—The X County Health Institute is formed. The membership is to consist of the members of X County Medical Society and the laymen who desire to join, subject to the terms of membership.

II—All members of X County Medical Society automatically are members of the Health Institute. The lay membership is obtained by proper advertising, solicitation or in any manner judged proper by the council of X County Medical Society.

III—A panel system is set up so that every member may select his own physician. This panel may be revised yearly.

IV—It will be an offense for any physician member to advise a lay member to change his name on the panel. This must always remain as a free act on the part of the lay member.

V—Services are not to include major surgery, fractures, venereal diseases, obstetrics, consultations, anaesthetics or any other services rendered by a bona fide specialist.

VI—Definite flat rates for these special services are to be charged to lay members and the very motive of the enterprise warrants that these rates should, when worked out by the specialist, be definite and as low in cost as possible.

VII—There is to exist no obligation on the part of the physician to furnish drugs or supplies, or to do special examinations except at an additional rate. So that advantage will

not be taken of the physician. Special additional charges must be arranged for evening and night calls.

VIII—The lay membership should be restricted to those receiving \$150 per month or less. People receiving salaries in excess of this are able to pay regular fees for medical care. However, there is no real reason why any one who desires this protection should not have a membership fee arranged for him.

The following monthly fee is proposed:

A salary of \$ 65.00 per month or less\$.75 per month
A salary of \$ 90.00 per month or less\$1.00 per month
A salary of \$105.00 per month or less\$1.25 per month
A salary of \$120.00 per month or less\$1.50 per month
A salary of \$135.00 per month or less\$1.75 per month
A salary of \$150.00 per month or less\$2.00 per month.

These fees are to apply to the single person or head of the family. 50c per month is added to the monthly rate for each additional member of the family.

It is believed that such a plan will bring to the physician many of those who are now indigent or dead beats; It will bring in many who yearly spend that much for nostrums and quacks; It will place the indigent patient on the charity of his community and it is possible that the poor commissioners would find that the payment of these membership fees would be the cheapest and most satisfactory way of rendering medical care to the indigent sick; It will equalize the cost of medical care; It will give the patient the right to select his own physician; It will put the physician on a competitive basis.

Control of such a plan may be retained by the physician members or some arrangement could be worked out whereby the lay members might have some voice in the matter.

To make this plan function the county society must have a central office. Every society needs this central office and all would now have them were it not for the fear of attempting something new that might not pay for itself. This central office should be managed by a superior executive who is a business man rather than a physician.

J. B. Nelson, M. D.

HOLD FAST

Hold fast, ye men who still are strong,
Amid suspicion, clamor, strife;
To parlous times like this belong
The disillusionments of life.

Hold fast while older concepts fade
And days disclose the bane of pelf;
Man's changed environment is made
Through greater change within himself.

Hold fast while loosened instincts start
To shape the trend of men's desires;
One may not choose the better part
Unless he knows what man requires.

Hold fast though some may seem to feel
The unconcern that comes from doubt;
The lives of steadfast men reveal
A strength within, not born without.

Hold fast, ye men who still are strong,
Your courage keep despite the storm;
The upward path will yet be long,
The world can not at once re-form.

WARREN DEWESE COY, M. D.



DIPHTHERIA IMMUNIZATION IN OUR PUBLIC SCHOOLS

"Hm! Johnny, have you had the Shick test at school?" asked the doctor as he handed the tongue blade to the mother.

"Yes", said little Johnny, "twice in each arm". (Little Johnny does not appreciate the difference between the Shick test and Toxin Antitoxin. They both mean needles to him).

"Yes, he certainly had it", broke in the mother, "because I signed the permission slip and gave it to his teacher so he would be sure to have it. One of our neighbors who had a child die of diphtheria last winter told me the Shick treatment would have prevented her boy's death".

The doctor is visibly relieved because he knows that in all probability little Johnny's throat, although suspicious looking, is not diphtheria; and if he is in doubt as to the boy having been immunized he may obtain, by telephone, a complete record at the Health Department at the Board of Education as a record pertaining to diphtheria immunization and testing of every public school child is kept on file.

Let us think what this means in Youngstown, and what are the results we have seen for several years: It means this, that the effective weapon for diphtheria prophylaxis has been in systematic and organized use here for the past nine years. Although diphtheria prevention had been known for several years, the opportunity for its wholesale use here was first taken advantage of by a layman, Mr. W. E. Hawthorne, of the public schools. No one can deny that this has prevented much suffering and has saved many lives.

Optional diphtheria immunization in the public schools was first instituted here in 1924, as a result of which our diphtheria incidence in school children has been reduced about 75 per cent. The number of children entering the first grade in 1924 was approximately 2100, of which none had had any diphtheria protective treatment.

The following is a summary of the results of Shick testing and immunizing in the public schools of Youngstown since 1924.

Total number of children—24,755.
Number re-tested after 3 T-A—
15,339.

Negative—10,178
Positive — 5,161—33.6%.

Number re-tested after 6 T-A —
3,301.

Negative—3,043
Positive — 259—7.8%.

Number re-tested after 9 T-A —
144.

Negative—113
Positive — 31—21.5%

Negative without treatment—8,525.
Total number having given nega-
tive reaction—21,858.

These figures do not represent the true status of immunity because there are several variables of error, such as, error in technic of administering and reading the Shick test, variability of materials used, and error in recording results.

Approximately 86 per cent of the school population now has been given test or treatment.

This work has to some extent been educational, because of the 1132 children inspected by nurses during this recent summer roundup 316 or 28 per cent had had protective treatment.

H. E. Hathorn, M. D.

Dr. Joseph Rosenfeld

announces that he is now equipped for the diagnosis and treatment of ALLERGIC diseases.

301 Keith-Albee Bldg.

Youngstown, Ohio

BREETUS

BREETUS is a new clinical entity, which was originated in the amphitheater of a Medical School, by an undergraduate. The symptoms, treatment, etiology, and prognosis are still carefully guarded secrets. These will be released when the endorsements from Continental Europe's leading clinics arrive. We are scanning the mail daily.

Speaking of endorsements,—the cooperation of our advertisers is commendable. Ralph White buys Heberding's milk for his soda fountain, Lyons-Laeri buy all their gasoline, oil and greasing from the Brown & White Station. When our advertisers patronize each other, it puts us on the spot to show them that we are with them.

Florence Heberding does have THE Milk, no ifs and ands or buts. The sad part of it is that so many of the men (and women) think that because it is a QUALITY milk, that it is of necessity, expensive. True, her herd is tested for T. B., and contagious abortion, immunized against hemorrhagic septicemia, and rigidly inspected for mastitis, all for your

benefit. There is no pus expressed into the milk at milking time, from an acute mastitis. Yet you can get Heberding's milk for the same price you are paying for commercial milk,—with this difference,—ordinary commercial milk has a fat content of 3.5%, while Heberding's milk has a fat content of 3.8%.

Frank Lyons — Lyons-Laeri Co., gets the medal for this month. We accidentally omitted the Lyons-Laeri Co. from the "classified list" in the June issue, and Frank took it good-naturedly. Thank you, Frank.

Frank Lyons is no longer sad, He's giving us a F. P. Ad.

The MYSTERY ad of last month was by RENNEN. You remember we commissioned Frank Carr, the BIXLER manager, to ferret out the secret. He got it. Here it is. Between the 1st and 15th of AUGUST, Emil Renner will invite the doctors to be his guests to inspect the plant which makes LAGAR BEER. Stay on the good side of the business office and Frank Carr, so you can be notified of the exact date.

(Continued on Page 22)

THE NEWER NEUROLOGY

I DERN THAT HYPOTHALAMUS!—

Last night I was so full of cheer,
 So calm, content and happy,
 We sat around and guzzled beer,
 My talk was bright and snappy.
 The world then had a rosy hue,
 All worries were forgotten,
 And now, today, I'm awfully blue,
 I feel so low and rotten.
 I do not have an ache or pain,
 I've suffered no reverses,
 I've had no extra stress or strain
 And yet I'm full of curses.
 You think it due to the remorse
 One feels the morning after,
 But I've been crocked some nights much worse
 Yet woke with smiles and laughter.
 Oh, yeah! You see a hidden hand?
 A fig for your dry preaching!
 My psychic dumps you'd understand
 If you had newer teaching.
 My blues come not from troubled mind,
 Or conscience or religion,
 My heebie-jeebies you can find
 In *subthalamie* region.
 So when I take an extra drink
 And feel low, apathetic
 "Dog-gone!" I'll say, "It's on the blink,
 My balance *cenesthetic*".

II THE BASAL GANGLIA

I have two friends, two dandy chaps,
 With natures antithetic
 I loved them both until I took
 Their measure *synkinetic*.

My admiration for the first
 Was for his ways cyclonic,
 He seems with energy to burst
 But, pshaw! He's just *syntonie*.

I used to marvel at his pep,
 His swagger gait athletic,
 His lively face and springy step,
 Well, he's just *kinesthetic*.

The other guy is the reverse
 I thought him wise and solid,
 His manner calm, his speech is terse,
 His face is always stolid.

His placid brow is slightly glum
 With thought and fine composure.
 He's merely a *schizoid bum*;
 I'm shocked by this disclosure.

Just lately I have understood
 How properly to rate 'em:
 I loved *them* when I really should
 Their *Paleo-Striatum*.

Theophrastus Bombastus, M. D.

REPORT OF COMMUNICABLE DISEASES, JUNE, 1933

	Youngstown	County	Struthers	Campbell	Muni. Hosp.
Chicken Pox	26	7	3		
German Measles		3			
Mumps		5			
Measles	2	2			
Scarlet Fever	40	8		3	1
Small Pox	2	5			
Whooping Cough	49	37	4		
Diphtheria	11				1
Tuberculosis	22	4		2	
Syphilis	5	5		1	1
Pneumonia	1	1			
Epidemic Meningitis ..	1				1
Septic Throat	1				
Typhoid Fever	1				



CITY COMMISSIONER

The total number of cases of communicable diseases reported to the City Health Department and in the Municipal Hospital shows a most gratifying decrease.

The total number of cases for May was 290 and for June 177. The greatest decrease is evident in the Scarlet Fever cases, having dropped from 119 to 40.

This is the season for vacations. Physicians should warn their families of the dangers in the indiscriminate

use of foods and water, which is obtained from unknown sources. Only water of known purity should be used and for safety pasteurized milk should be insisted on. Also questionable bathing beaches and camp sites with inadequate toilet facilities should be avoided. Too much care cannot be exercised while travelling especially during the warm summer months.

C. H. BEIGHT,
 Commissioner of Health.

WE INVITE YOU TO INSPECT OUR DISPLAY OF GAS and COAL HEATING SYSTEMS

Filtered Air, Automatically Humidified

BANNER HEATING CO., Inc.

Salesroom—103 E. Indianola Ave., Youngstown, Ohio

Phone 2-3516

BREETUS [Continued]

A. G. Henry, Cleveland, gives us the S. M. A. copy for the Bulletin. We hope the S. M. A. people have told Mr. Henry they were swamped with coupons from the Bulletin. We like Caritol.

For the benefit of the out of town men who attend our scientific meetings, we wish to advise them that the Central Square Garage is just around the corner from the Youngstown Club, where the meetings are

held. Park here for safety and convenience too.

The Ohio Pharmacists chartered a boat at Cleveland to take them to the World's Fair at Chicago. They made the boat their headquarters at Chicago. What a dandy procedure. Among those in attendance were, Pharmacists—Ralph White, Irwin, and McCready. Doctors—H. M. Osborne and D. E. Montgomery.

(Continued on Page 23)

OHH DOCTOR! THAT HURTS!

This is what you hear, so often, when giving pollen extract injections. And it DOES hurt. The result is that the patient soon begins to DREAD the next treatment, especially the "NERVOUS" patient.

The new ABBOTT-SWAN-MYERS pollen extracts are prepared with ISOTONIC DEXTROSE SOLUTION,—and the injections are—PRACTICALLY PAINLESS.

Standard Treatment Sets, and Special Combinations of your own, to suit the individual requirements of the patient, are available to you thru the regular channels.

Specify;—ABBOTT pharmaceuticals.

ABBOTT-SWAN-MYERS pollen extracts.
D. R. L. Products.

F. T. WESTCOTT.

BREETUS [Continued]

Now that Curt Allison is back home again, we hope he stays with us.

The Bulletin has seven pharmacies that advertise. R. P. White, A. J. Laeri, Idora Pharmacy, Goodman Bros., McCready, Humphrey Drug, Brown Drug. There are about eighty pharmacies in Youngstown.

If the Associated Press knew how much George Madtes knows about Medical subjects, we wager that the Youngstown Vindicator would lose its Managing Editor, who would become a National feature writer. For selfish reasons we hope the A. P. doesn't find it out for another year—for we

need George here for the good of Youngstown.

Registration at the Karnosh lectures include—East Liverpool, Akron, Canton, Warren, Niles, Girard, Leetonia, Columbiana and Midland, Pa. The Bulletin carried the only publicity of this lecture series.

When indoor sports become popular again, with the advent of cool weather, Frank Carr should arrange for the Doctors to see how he makes Bixler's Bread. Does he know how to make Bread?—Does Karnosh know Neurology?

(Continued on Page 24)

Kalak
TRADE MARK REG. U. S. PAT. OFF.

ALKALINE WATER
(Carbonated)

AN ANTACID... NOT A LAXATIVE
DELICIOUSLY REFRESHING

KALAK WATER CO. OF NEW YORK, INC.
6 Church Street
New York City

Thoughts On Prosperity

"TAKE CARE TO BE AN ECONOMIST IN PROSPERITY;
THERE IS NO FEAR OF YOUR BEING ONE IN ADVERSITY."
—ZIMMERMAN

TO ECONOMIZE ON PRINTED SALESMANSHIP, BUY GOOD
PRINTING; USE IT GENEROUSLY AND OFTEN. THAT IS
REAL ECONOMY. ONLY CHEAPNESS IS WASTEFUL.

The United Printing Co.

Youngstown, Ohio

BREETUS [Continued]

Lee King, manager of Central Square Garage, has a dandy radio in his car. A boy's ambition is to own a pony, ours is to own an auto radio. We live in hopes.

Green's Toggery Shop on Spring Common, becomes the Society's official Haberdasher. Andy Green is well qualified for the position. Remember him when you need shirts, shorts, ties, suits and men's requirements.

Mead's Pabulum is prepared Mead's Cereal. All you do is add hot water and there it is ready to eat.

"Again we say — the children's needs

Are very aptly met by Meads."

An invitation to meet one of the bank officials, not professional in nature, produces in a novice, a peculiar asynergia. Now that the Union National Bank is an advertiser, an invitation to see the President should produce no basal ganglion disturbance nor decorticated red nuclear spasticity. (Page Dr. Karnosh.) Just say "Good morning Mr. President—

saw your ad in the Bulletin",—and you can proceed to talk about the weather!

Jack Lotze, Safety Tire Co., is the proud father of Twins. We are informed that they are equipped with all "Safety" devices, besides "pins" and horns of the vibrator type, which are loudest when the 4 ounce gravity feed fuel tanks are empty.

Inside advance information for advertisers. Next April the Post-Graduate Day attendance will be the biggest ever. McGill University group is coming. Prepare now for the Biggest One Yet.

We know of a plant which provides the purest, cleanest, spring water. It's the WHEELER Mineral Springs Co. They have been furnishing PURE drinking water to Youngstown for many years. Mr. Easterlake is only too glad to show any doctor how they sterilize the bottles, how they fill them, in fact asks you to let him SHOW you. See their ad in this issue and you will know why they throw out their chests.

(Continued on Page 27)

Dear Doctor:

You are aware of the practice followed where a person has been 'exposed' to disease. Preventative measures are taken immediately even though actual illness is not indicated.

In driving everyday you are also exposed to danger, but have you inoculated yourself against it in advance or are you taking a chance and hoping to get by.

The ever present danger of skidding caught 362,000 people napping last year. They took a chance but failed to pull through.

There is no secret about the cure for prevention of skidding—it's low pressure in tires, BUT, ordinary tires require high air pressure which makes them hard and unable to hold to the road.

The patented construction of the General Dual-Balloon permits running at lower pressure than other tires can stand. The result is unmatched softness that lets the tire grip the road with broader, closer cling.

With a liberal trade-in allowance we can make you and the convenience of a payment plan that permits you to buy cut of budget, you need not wait a day longer to have the protection and easy riding comfort of the General Blowout-Proof Dual-Balloon.

Very truly yours,

JACK LOTZE,

Safety Tire Company,
114 East Front Street.

We Are

BUDWEISER

Distributors for Mahoning and
Columbiana Counties

We have been making
QUALITY GINGER ALES

For **57** Years

Doctor, just phone in your
order; we will be glad to serve
you.

**The J. F. GIERING
BOTTLING CO.**

554 Hilker St. Est. 1876
Phone 6-2212 Youngstown, Ohio

**FUNERAL FLOWERS
and
HOSPITAL BOUQUETS**

PAUL SCHMIDT, FLORIST
3121 Market St.
Youngstown, Ohio
Phone 2-4212

**GET TOGETHER DINNER
THURSDAY, JULY 20th**

All Physicians' Office Assistants will
meet at 5:30

Tippecanoe Country Club.

Recreation until seven!

Dinner at seven!

Cost very moderate!

PHONE RESERVATIONS 3-7418

Trot out the old
STAND-BYS that are
sure to work.

U. S. P. & N. F. PREP.

Idora Pharmacy

2636 Glenwood Phone 2-1513

McCREADY DRUG CO.

T. P. McCREADY, Prop.

1625 Mahoning Avenue

PHONE 7-5239

409 W. Madison Ave.

PHONE 4-3615

Antiphlogistine
TRADE MARK

The Perfect Poultice
FOR THE RELIEF OF
Inflammation & Congestion

Denver Chemical Mfg. Co.,
New York, N. Y.

GREEN'S TOGGERY SHOP

"Step In, Dress Up, and
Step Out in Style"



Every Item Sold Has a
National Distribution



15 Spring Common
ANDY GREEN, Proprietor

Are You Represented
On Our R. File?

BROWN'S DRUG STORE

Oak & Landsdown Phone 4-0952

THANK YOU DOCTOR! CALL AGAIN!

That's what the doctors have been doing, calling again and again, for more Death Valley Gas, better known as Mobilgas. Many are having their cars washed or greased here, while they are making rounds or operating. If you did not get your can of household oil, come in and register.

BROWN & WHITE PETROLEUM SERVICE,

231 Oak Hill Ave.
Phone 3-7613

(At the foot of the hospital hill)
M. E. Nail, Mgr.

BREETUS

Dr. W. D. Coy is hereby nominated the poet laureate of this Society. He has written a good deal of fine verse which we hope he will allow us to use from time to time. While on the subject of poetry, we have heard that several other members of the Society write verse and urge them to contribute.

J. F. Giering was a pioneer Bulletin advertiser, but with the bank closures, he dropped out temporarily. He is with us again. We welcome him to our circle of advertisers.

Mrs. Helen Mantle has been advertising in the Bulletin for some time. You remember what a beautiful display of Spencer supports she had at Post Graduate Day? She is always ready to be of service to the physicians of the community by fitting patients with the supports you order.

Nate Grosshandler has been printing the Bulletin since its birth in 1931. The Bulletin has outgrown its baby clothing and is beginning to

talk. This is evidenced by the increase in the advertising space purchased. Grosshandler deserves much praise, for the typography of the Bulletin has been praised repeatedly. The untiring efforts of Charlie Muter, who is the page boy for the Editorial and Business office, contributes in no small degree to the printer's success. Here's hoping they get to the Renner's party with us.

We can imagine a beautiful combination for pediatricians. Heberding's Milk—modified as needed with Mead's Dextri-Maltose.

That the Bulletin readers and advertisers are but one large family, is again emphasized by the news that the Secretaries in the Doctor's offices, are planning to hold an outing this month. When the profession is behind the Bulletin—it behooves the secretaries to be too. May we suggest that you get the milk from Heberding's—the rolls from Bixler, etc.

GAMBIT CORRECTIVE MIXTURE

NON NARCOTIC
OPIUM, CAMPHOR AND
TANNIN IN A PALATABLE
FORM

Each Fluid Ounce Contains

Tr. Gambir	30 m.
Tr. Kino	30 m.
Tr. Cardamom Comp.	30 m.
Tr. Opium	15 m.
Arom. Spts. Ammon	15 m.
Zinc Sulphocarb.	4 Grs.
Mucilage Camphor	q. s.
Aromatics	q. s.
(Each fluid ounce contains 1½ gr. Opium)		

ADULT DOSE:—A tablespoonful, repeat in one hour and allow increase of one hour interval between doses.

The LYONS LAERI CO.

Manufacturing Pharmacists
Hospital & Physicians' Supplies
26 Fifth Ave. Phone 4-0131
Youngstown, Ohio

Pablum—Mead's Pre-Cooked Cereal

Mead Johnson & Co. are now marketing Mead's Cereal in dried pre-cooked form, ready to serve, under the name of Pablum. This product combines all of the outstanding mineral and vitamin advantages of Mead's Cereal with great ease of preparation.

All the mother has to do to prepare Pablum is to measure the prescribed amount directly into the baby's cereal bowl and add previously boiled milk, water or milk-and-water, stirring with a fork. It may be served hot or cold and for older children and adults cream and sugar may be added as desired.

Mothers will cooperate with physicians better in the feeding of their babies because Pablum is so easy to prepare. It gives them the extra hour's rest in the morning and saves bending their backs over a hot kitchen stove in summer. Please send for samples to Mead Johnson & Company, Evansville, Indiana.

Adv.

GENTLEMEN!— WE THANK YOU

O--O--O

The sale of KAOMUL, the new SUPER-EMULSION of calcium and sodium glycerophosphates, has increased remarkably.

There must be some reason for this, especially when the demand continues to increase.

Write or phone for samples. We are only too glad to send them to you.

O--O--O

THE KAOMUL CO.

Phone 3-9667

Youngstown, Ohio

A SPENCER Supporting Corset



will control and support the abdomen and mold the figure into beautiful proportions — each garment designed individually. Relieves fatigue, back ache and head ache.

*Recommended
 By Physicians*

Mrs. Helen Mantle

*Registered Spencer
 Corsetiere*

465 W. Evergreen Avenue
 Phone 3-6589 Youngstown, O.

THE PERFECT SUBSTITUTE

A prominent Pediatricist recently described what a breast milk adaptation should be (Journal of Pediatrics, August, 1932, Page 194) in these words:

"The 'perfect substitute' should resemble it (breast milk) not only in sterility, chemical composition and caloric value, but it should taste like breast milk, be readily prepared and inexpensive. When ingested, it should form small curds like those of breast milk; it should be quite readily digested, assimilated and tolerated. The stools should resemble in consistency, color, odor, and bacterial flora, those of the breast-fed infant. In brief, it should so closely approximate breast milk in all attributes that the only variable factor should be the gradual increase in the amount fed."

This is as good a description of S. M. A. as has ever been written, as S. M. A. answers all these requirements, even to the similar taste!

While S. M. A., in addition to all these advantages, also contains enough cod liver oil to make it antirachitic, the taste of S. M. A. is not affected. In 1921, before Vitamin D was so generally accepted as the antirachitic factor, the producers of S. M. A. incorporated enough cod liver oil in S. M. A. to make it prevent rickets and spasmophilia, before offering it to the medical profession.

Samples of S. M. A. will be sent gratis to physicians upon request.

Adv.

10 to 1 in YOUR favor

WHEN you prescribe S.M.A. for a normal infant deprived of breast milk you do so with the assurance that the chances are 10 to 1 that the child will do unusually well on it.

S.M.A. produces *excellent* nutritional results in most cases, and produces these results more simply and more quickly; and there is a wealth of clinical evidence to back that claim.

Physicians Report Results

As one example of this, take the following answers to a questionnaire sent to a representative group of physicians early in our work:

Q.—Have the average results obtained by you in feeding S.M.A. been excellent, good, fair or poor?

A.—Excellent, 74.2%
Good, 25.8%
Fair, 0%
Poor, 0%

Q.—Do you feel that S.M.A. is of value to you in your practice from the standpoint of preventing nutritional diseases?

A.—Yes, 97.1%
Undecided, 2.9%

Q.—Has the feeding with S.M.A. been easier and less annoying than with other foods or mixtures used by you heretofore?

A.—Yes, 100%

Q.—Have your nutritional results been better than with other foods or mixtures used by you heretofore?

A.—Yes, 83%
No, 14.6%
Undecided, 2.4%

If you are interested in saving yourself exacting detail in infant feeding, and want to be assured of excellent results in most cases, you can do no better than prescribe S.M.A., the formula prepared with laboratory exactness for infants deprived of breast milk.

S.M.A. Ahead in 1915; Still Far Ahead

S.M.A. has been antirachitic from its beginning in 1915. S. M. A. was a revolutionary departure then, was far ahead in 1921 when it was offered to the profession generally, and is still far ahead in numerous unheralded ways, some of which are:

1. Buffer value is practically identical with breast milk.
2. Fat has the same Reichert - Meissl number, Iodine number, Polenske number, Saponification number, melting point and refractive index as breast milk fat.
3. The pH is the same as breast milk.
4. Electrical conductivity is the same as breast milk.
5. Freezing point is the same as breast milk.
6. Osmotic pressure is the same as breast milk.
7. Curds produced by the action of the gastric juices on S.M.A. are soft and practically the same as breast milk.
8. Stools are acid and also physically similar to those of breast fed infants.

S. M. A. Is The Only Antirachitic Breast Milk Adaptation



S.M.A. is a food for infants—derived from tuberculin tested cows' milk, the fat of which is replaced by animal and vegetable fats including biologically tested cod liver oil; with the addition of milk sugar potassium chloride and salts; altogether forming an antirachitic food. When diluted according to directions, it is essentially similar to human milk in percentages of protein, fat, carbohydrates and ash, in chemical constants of the fat and in physical properties.



Try S. M. A. in your own practice. For samples simply attach this paragraph to your letterhead. S. M. A. Corporation, 4614 Prospect Ave., Cleveland, O.
13-73

S.M.A. PRODUCES RESULTS, MORE SIMPLY AND MORE QUICKLY